



United States Department of  
Agriculture

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# COMMERCIAL FLORICULTURE

July 7, 2004

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## U.S. SUMMARY

### U.S. Wholesale Value of Floriculture Crops Down 1 Percent

**All Value of Production:** The 2003 wholesale value of floriculture crops is down 1 percent from the revised 2002 valuation. The total crop value at wholesale for all growers with \$10,000 or more in sales is estimated at \$5.07 billion for 2003, compared with \$5.09 billion for 2002. California is again the leading State with crops valued at just over \$1.00 billion, down 2 percent from the previous year. Florida is down 1 percent from 2002 with \$823 million in wholesale value. These two States account for 36 percent of the total value. The top five states are California, Florida, Michigan, Texas, and New York which account for \$2.66 billion, 52 percent of the total value.

**Number of Growers:** The number of growers for 2003, at 11,913, is down 8 percent compared with the 2002 revised count of 12,916. The number of growers with sales of \$100,000 or more dropped to 4,741 for 2003 from 4,974 in 2002. The number of growers in all size-groups experienced decreases from the previous year.

**Growing Area:** Total covered area for floriculture crop production is recorded at 929 million square feet, 3 percent less than the revised 2002 estimate. Greenhouse space for 2003 accounts for 60 percent of the total covered area with 554 million square feet, down 2 percent from 2002. Film plastic structures are down 1 percent, to 392 million square feet. Fiberglass and other rigid plastic covers are down 5 percent for the year, while glass greenhouse area is down 4 percent compared to the revised 2002 area. Shade and temporary cover constitute the remaining 375 million square feet of covered area, down 4 percent from 2002. Open ground usage totals 46,916 acres, up 11 percent over the revised 2002 total.

**Hired Workers:** The average number of hired workers employed on operations in 2003 is 14.9, up from a revised 14.2 in 2002. A total of 8,882 operations hired workers during 2003, compared with 9,599 a year earlier. Overall, 75 percent of the operations used some hired labor during 2003, compared to 74 percent in 2002.

**Value of Production \$100,000+ in Sales:** The total wholesale value of floriculture crops grown by operations exceeding the \$100,000 sales level is \$4.76 billion for 2003, virtually unchanged from the revised 2002 total. These operations account for 94 percent of the total value of floriculture crops, but comprise only 40 percent of all growers. California has 21 percent of the total wholesale value for the 36 States surveyed. Florida ranks second with 17 percent. Michigan, Texas, and New York round out the top five States with 7 percent, 6 percent and 4 percent, respectively.

Bedding and garden plants wholesale value, at \$2.42 billion, is the largest contributor to the value of production, up 1 percent from the previous year. Potted flowering plants value, at \$829 million, is down 2 percent from 2002. The foliage category is valued at \$623 million for 2003. This is virtually unchanged from the revised 2002 estimate. Value of cut flowers, at \$425 million, is down less than 1 percent, while cut cultivated greens, at \$109 million, is down 5 percent from 2002.

**Bedding/Garden Plants:** The wholesale value of bedding and garden plants totals \$2.42 billion, 1 percent above a year earlier. This represented 51 percent of the wholesale value of all the reported crops. California, Michigan, Texas, Ohio, and Florida accounted for 41 percent of the total bedding and garden value. Of the specific bedding plants in the survey, potted Geraniums (from both cuttings and seed) sold for the highest value to growers, \$150 million, up 1 percent from the previous year. Pansy/Viola flats contribute the second largest amount at \$118 million. The number of growers producing bedding and garden plants is 3,212, down 156 growers from 2002.

**Potted** bedding and garden plants wholesale value totals \$1.30 billion for 2003, representing 54 percent of the bedding and garden category. This value is 3 percent above 2002. Vegetable-type pots, Petunias, Impatiens, Pansies, Geraniums (from cuttings), and New Guinea Impatiens recorded increases.

**Herbaceous perennials** valued at \$620 million for 2003, is 1 percent above the previous year. The values of potted Hosta and hardy garden mums are up 7 and 5 percent, respectively. The “Other” category is virtually unchanged.

The value of **bedding and garden flats** is down 2 percent from a year earlier to \$875 million. Flats represent 36 percent of the total value for bedding and garden plants. Average annual prices are down for all surveyed varieties, except Geraniums (from cuttings). Pansy/Violas, Impatiens, and Petunias are the top 3 items in this category and account for 37 percent of the value of all flats.

**Flowering hanging baskets** accounted for \$245 million, 10 percent of the bedding and garden total value. Overall, the category is 3 percent above the 2002 level.

**Foliage Plants:** The value of 2003 foliage plant production, at \$623 million, is virtually unchanged from the previous year. Florida continues to dominate this category with 64 percent of the value. Potted foliage plants represent 87 percent of the total foliage value. The remainder of the value is from hanging baskets. The number of foliage producers at 1,604, is 67 below 2002.

**Cut Flowers:** The wholesale value of domestically produced cut flowers is \$425 million for 2003, down less than 1 percent from 2002. California’s value is \$306 million, 72 percent of the total cut flower value in the 36 surveyed States. The top three valued cut flower categories are Lilies at \$69.8 million, Roses at \$51.9 million, and Tulips at \$29.6 million. Cut flower growers at 548, is 70 percent below 2002.

**Potted Flowering Plants** for indoor or patio use, are valued at \$829 million, down 2 percent 2002. California accounts for nearly 23 percent of the category's total value. Poinsettias, which make up \$252 million of the category, are virtually unchanged in total value from 2002. Potted Orchids are up 8 percent for 2003, while Spring Flowering Bulbs are up 1 percent. All other categories show decreases.

**Cut Cultivated Greens:** Cut cultivated greens wholesale value for 2003, at \$109 million, is down 5 percent from 2002. Florida’s value, at \$83.4 million, represents 77 percent of the category total. Value of Leatherleaf Ferns, at \$48.7 million, is down 9 percent from last year. The other cut cultivated greens value is virtually unchanged from a year earlier. The number of growers for 2003, at 205, is 39 percent below 2002.

**Propagative Material:** Total value of sales of material for cut flowers, potted flowering plants, annual bedding and garden plants, herbaceous perennials, foliage, and cut cultivated greens for 2003 is \$351 million, 1 percent above the previous year. Propagative material for annual bedding and garden plants account for 50 percent of the total, or \$177 million.

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		2002	2003	2002	2003	2002	2003	2002	2003	2002	2003

**U.S.****CUT FLOWERS**

Alstroemeria	Stems	67	58	17,153	13,549	98	97	0.27	0.29	4,674	3,891
Carnations, Standard	Blooms	34	26	21,643	13,348	96	97	0.16	0.17	3,416	2,235
Pompon Chrysanthemums	Bunches	73	63	14,766	13,785	99	100	1.31	1.32	19,351	18,181
Delphinium and Larkspur	Stems	92	94	47,023	48,890	100	100	0.23	0.23	10,971	11,206
Gerbera Daisy	Stems	55	53	84,917	87,164	100	100	0.30	0.30	25,343	26,413
Gladioli	Spikes	64	54	126,001	120,564	99	98	0.21	0.23	26,853	27,994
Iris	Stems	112	105	81,837	88,698	100	100	0.22	0.22	18,344	19,795
Lilies, All	Stems	156	141	101,748	109,140	99	99	0.61	0.64	62,347	69,786
Lisianthus	Stems	79	70	14,530	13,780	98	100	0.45	0.46	6,551	6,289
Orchids	Blooms	54	49	11,113	12,266	96	96	0.70	0.70	7,796	8,530
Roses, All	Stems	83	74	157,253	134,846	97	97	0.37	0.39	58,878	51,891
Snapdragons	Spikes	155	154	60,860	51,996	98	98	0.28	0.28	17,041	14,599
Tulips	Stems	88	92	90,625	86,461	98	98	0.32	0.34	29,001	29,624
All Other Cut Flowers		419	381	n.a.	n.a.	90	90	n.a.	n.a.	136,515	134,562

**POTTED FLOWERING PLANTS  
FOR INDOOR OR PATIO USE**

African Violets	Pots	183	179	16,134	15,856	99	99	1.29	1.27	20,816	20,112
Azaleas, Finished Florist	Pots	440	387	10,714	9,147	97	98	4.54	4.48	48,603	40,948
Chrysanthemums, Florist	Pots	510	486	31,044	28,352	99	99	2.74	2.68	85,128	76,093
Lilies, Easter	Pots	698	640	9,094	8,585	96	96	4.07	4.15	37,014	35,624
Orchids	Pots	261	260	13,265	15,619	90	92	8.42	7.74	111,735	120,878
Poinsettias	Pots	1,747	1,658	66,554	63,332	94	93	3.80	3.98	252,983	251,814
Roses, Florist	Pots	194	192	9,145	9,225	98	97	3.00	2.96	27,492	27,293
Spring Flowering Bulbs	Pots	707	672	19,937	19,545	96	96	2.76	2.83	55,012	55,331
All Other Flowering	Pots	942	900	68,136	68,874	96	95	3.01	2.91	205,157	200,920
Foliage	Pots	1,003	1,053	n.a.	n.a.	98	98	n.a.	n.a.	538,837	541,097

**HERBACEOUS PERENNIALS**

Hardy/garden Mums	Pots	1,880	1,818	63,000	66,702	92	92	1.82	1.80	114,524	120,424
Hosta	Pots	1,368	1,392	12,100	13,156	90	90	3.45	3.39	41,771	44,552
All Other Herb. Per.	Pots	1,870	1,861	197,011	182,533	91	90	2.31	2.49	455,793	454,529

**BEDDING/GARDEN  
HANGING BASKETS**

Begonia	Baskets	1,243	1,284	2,536	3,304	85	88	5.88	5.12	14,919	16,928
Geraniums											
Vege. Cutting	Baskets	1,785	1,718	4,431	4,766	85	84	7.00	6.87	30,997	32,727
Seed	Baskets	203	182	567	686	92	93	6.47	6.04	3,666	4,144
Impatiens	Baskets	1,511	1,436	4,096	3,845	90	88	5.12	5.22	20,972	20,053

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**U.S.****BEDDING/GARDEN  
HANGING BASKETS**

Marigold	Baskets	27	24	41	33	77	80	7.07	6.21	290	205
New Guinea Impatiens	Baskets	1,672	1,589	5,140	4,735	90	89	6.34	6.37	32,584	30,171
Pansy/viola	Baskets	299	304	600	742	95	94	6.09	5.88	3,651	4,362
Petunias	Baskets	1,597	1,617	3,558	3,762	86	85	5.89	5.98	20,950	22,478
All Other Flowering	Baskets	1,793	1,755	17,679	17,354	89	87	6.25	6.54	110,492	113,505
Foliage	Baskets	1,195	1,130	19,984	19,283	97	97	4.19	4.24	83,723	81,669

**BEDDING/GARDEN  
FLATS**

Begonia	Flats	1,927	1,894	7,906	7,817	87	88	7.69	7.54	60,817	58,921
Geraniums											
Vege. Cutting	Flats	239	222	1,126	998	85	85	10.87	11.54	12,242	11,513
Seed	Flats	416	384	837	737	88	87	10.30	10.19	8,623	7,509
Impatiens	Flats	2,180	2,114	14,650	13,777	86	85	8.20	7.83	120,133	107,898
Marigold	Flats	2,060	2,028	6,311	6,466	89	87	8.50	8.11	53,616	52,443
New Guinea Impatiens	Flats	284	275	793	717	86	86	9.93	9.83	7,872	7,050
Pansy/viola	Flats	2,067	2,038	14,201	14,185	93	92	8.55	8.28	121,452	117,509
Petunias	Flats	2,312	2,237	11,635	11,573	88	87	8.47	8.23	98,595	95,287
All Oth Flw/foliar Type	Flats	2,266	2,161	40,978	41,144	89	88	8.35	8.49	342,326	349,368
Vegetable Type	Flats	1,910	1,822	8,121	7,760	78	77	8.74	8.66	70,991	67,200

**BEDDING/GARDEN  
POTTED PLANTS**

Begonia	Pots	1202	1,212	20,462	19,390	88	87	1.13	1.17	23,142	22,803
Geraniums											
Cutting	Pots	2,341	2,244	59,409	58,574	80	80	1.88	1.99	111,819	116,750
Seed	Pots	770	769	41,816	37,708	93	93	0.87	0.87	36,273	33,053
Impatiens	Pots	903	904	28,239	30,542	93	93	0.86	0.86	24,382	26,145
Marigold	Pots	544	534	9,257	9,080	94	94	0.86	0.82	7,895	7,473
New Guinea Impatiens	Pots	1,959	1,887	25,781	24,892	87	87	1.63	1.73	42,073	42,982
Pansy/viola	Pots	724	749	33,150	35,368	94	94	0.93	0.93	31,053	32,940
Petunias	Pots	1,111	1,165	23,571	24,891	92	90	1.19	1.22	28,035	30,462
All Oth Flw/foliar Type	Pots	1,674	1,671	225,558	232,290	93	92	1.34	1.38	301,859	320,710
Vegetable Type	Pots	1,058	1,098	39,824	47,054	92	91	1.18	1.10	47,142	51,839

**Cut Cultivated Greens**

Leatherleaf Ferns	Bunches	134	111	61,907	58,087	99	99	0.87	0.84	53,634	48,662
All Oth Cut Cultv		222	189	n.a.	n.a.	98	98	n.a.	n.a.	60,139	59,976

Propagative Material										345,871	350,979
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Total <sup>1</sup>		12,916	11,913							5,089,514	5,068,620
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**Growing Area by Type of Cover <sup>1</sup>**

	2002	2003
Glass Greenhouse Cover	77,365	74,127
Fiberglass/other Rigid Greenhouse Cover	91,350	87,225
Film Plastic Greenhouse Cover	395,792	392,369
Shade and Temporary Cover	389,495	375,189
Open Ground	42,304	46,916

1/ All operations with gross sales of \$10,000 or greater.

n.a. = not applicable

The reported gross value of sales of commercial floriculture production for all growers with sales over \$10,000 during 2003 totaled \$181.5 million, according to the Ohio Agricultural Statistics Service. The 2003 value of production was 6.4 percent lower than the 2002 value of \$193.9 million. The reported gross value of sales was obtained from wholesale value of sales as reported by growers with \$10,000 or more in sales of floriculture crops.

Ohio producers utilized covered space of 28.7 million square feet in 2003, compared to 29.5 million square feet in 2002, of which 63.1 percent was covered by film, 28.6 percent was covered by glass, 5.7 percent was covered by fiberglass and other rigid materials, and 2.6 percent was covered by shade and temporary cover. In addition to the covered area, 432 acres of open ground was used in Ohio to grow floriculture crops. The total number of growers with sales over \$10,000 decreased from 661 to 583.

The top five 2003 Ohio floriculture crops based on revenue categories were: (1) Pots of all other herbaceous perennials at \$24.3 million; (2) Flats of all other flowering and foliar plants at \$21.5 million; (3) Potted all other flowering and foliar plants at \$12.5 million; (3) Potted Poinsettias at \$12.2 million; and (5) Hanging baskets of all other flowering and foliar plants at \$11.4 million.

Ohio ranked seventh overall with \$181.5 million in expanded wholesale value of sales of floriculture items produced in 2003. California leads the nation in sales at \$1002.6 million. Florida was second in sales at \$823.0 million. Michigan was third in sales at \$342.0 million, and Texas was fourth in sales at \$294.2 million.

Ohio's ten leading counties ranked according to equivalent wholesale value of sales were as follows: Lorain (\$46.9 million), Lucas (\$18.5 million), Erie (\$8.7 million), Cuyahoga (\$8.0 million), Clark (\$7.1 million), Lake (\$6.9 million), Hamilton (\$6.4 million), Delaware (\$5.0 million), Franklin (\$3.7 million), and Fulton (\$3.6 million). Other counties with over \$1.0 million in equivalent wholesale value of sales included: Allen, Ashtabula, Butler, Darke, Geauga, Licking, Medina, Meigs, Miami, Montgomery, Portage, Stark, Summit, Union, Warren, Wayne, and Wood.

Data summarized in the report were provided by commercial growers in 36 states. A commercial grower, for the purpose of this survey, is defined as one who produces and sells \$100,000 or more in gross sales of cut flowers, potted flowering plants, herbaceous perennials, annual bedding and garden plants, foliage plants, cut cultivated greens, and propagative material and unfinished plants.

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**OHIO****CUT FLOWERS**

Alstroemeria	Stems	-	-	-	-	-	-	-	-	-	-
Carnations, Standard	Blooms	-	-	-	-	-	-	-	-	-	-
Pompon Chrysanthemums	Bunches	-	-	-	-	-	-	-	-	-	-
Delphinium and Larkspur	Stems	-	-	-	-	-	-	-	-	-	-
Gerbera Daisy	Stems	-	-	-	-	-	-	-	-	-	-
Gladioli	Spikes	-	-	-	-	-	-	-	-	-	-
Iris	Stems	-	-	-	-	-	-	-	-	-	-
Lilies, All	Stems	4	-	800	-	100	-	1.18	-	946	-
Lisianthus	Stems	-	-	-	-	-	-	-	-	-	-
Orchids	Blooms	-	-	-	-	-	-	-	-	-	-
Roses, All	Stems	-	-	-	-	-	-	-	-	-	-
Snapdragons	Spikes	-	7	-	349	-	95	-	0.54	-	187
Tulips	Stems	-	-	-	-	-	-	-	-	-	-
All Other Cut Flowers		-	8	-	n.a.	-	91	-	n.a.	-	188

**POTTED FLOWERING PLANTS****FOR INDOOR OR PATIO USE**

African Violets <sup>1,2</sup>	Pots	11	10	767	760	99	99	1.27	1.26	972	960
Azaleas, Finished Florist	Pots	22	15	89	56	93	97	6.59	6.62	586	371
Chrysanthemums, Florist	Pots	37	30	226	272	91	97	3.12	3.09	706	841
Lilies, Easter <sup>1,2</sup>	Pots	50	47	596	565	92	94	3.68	3.73	2,190	2,106
Orchids <sup>1,2</sup>	Pots	-	7	-	11	-	89	-	14.25	-	157
Poinsettias	Pots	122	111	3,660	3,488	89	92	3.57	3.49	13,060	12,180
Roses, Florist <sup>1,2</sup>	Pots	14	12	43	27	58	48	4.02	5.03	173	136
Spring Flowering Bulbs	Pots	50	50	395	401	90	91	5.34	3.12	2,109	1,249
All Other Flowering	Pots	39	35	1,625	1,086	72	87	2.89	3.14	4,693	3,409
Foliage	Pots	-	30	-	n.a.	-	82	-	n.a.	-	2,824

**HERBACEOUS PERENNIALS**

Hardy/garden Mums	Pots	142	147	3,604	3,311	81	83	1.89	1.87	6,803	6,203
Hosta	Pots	92	103	558	619	77	83	5.43	5.07	3,031	3,138
All Other Herb. Per.	Pots	121	116	9,822	7,157	67	78	2.81	3.40	27,601	24,319

**BEDDING/GARDEN  
HANGING BASKETS**

Begonia	Baskets	96	97	110	157	76	78	6.92	6.09	761	956
Geraniums											
Vege. Cutting	Baskets	133	127	338	290	81	74	6.87	7.18	2,322	2,082
Seed	Baskets	21	24	69	60	93	92	6.26	6.14	432	368
Impatiens	Baskets	125	118	534	471	89	90	5.29	5.39	2,825	2,539

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### OHIO

#### BEDDING/GARDEN HANGING BASKETS

Marigold	Baskets	-	5	-	6	-	60	-	4.61	-	28
New Guinea Impatiens	Baskets	139	129	386	298	79	78	6.39	7.06	2,467	2,104
Pansy/viola	Baskets	23	26	85	80	95	93	5.23	5.15	445	412
Petunias	Baskets	121	126	452	454	82	75	6.52	6.42	2,947	2,915
All Other Flowering	Baskets	147	159	1,415	1,658	79	71	6.30	6.87	8,915	11,390
Foliage	Baskets	59	69	550	666	96	96	4.96	4.73	2,728	3,150

#### BEDDING/GARDEN FLATS

Begonia	Flats	134	131	560	549	85	87	6.73	6.30	3,769	3,459
Geraniums											
Vege. Cutting	Flats	31	29	92	88	86	85	7.10	6.57	653	578
Seed	Flats	78	73	116	95	71	82	9.59	8.95	1,112	850
Impatiens	Flats	160	148	1,250	1,102	86	83	7.58	7.34	9,475	8,089
Marigold	Flats	140	130	385	419	86	73	7.26	6.87	2,795	2,879
New Guinea Impatiens	Flats	19	25	38	23	84	83	8.63	7.67	328	176
Pansy/viola	Flats	134	127	272	329	87	88	7.48	7.03	2,035	2,313
Petunias	Flats	164	149	897	802	85	83	7.43	7.37	6,665	5,911
All Oth Flw/foliar Type	Flats	180	166	3,122	3,152	78	76	6.74	6.81	21,042	21,465
Vegetable Type	Flats	162	144	521	433	73	69	6.94	6.94	3,616	3,005

#### BEDDING/GARDEN POTTED PLANTS

Begonia	Pots	66	72	717	583	86	62	1.92	2.17	1,374	1,267
Geraniums											
Cutting	Pots	152	145	3,537	2,976	71	68	1.69	1.65	5,985	4,905
Seed	Pots	69	67	2,649	2,253	82	90	1.01	1.02	2,680	2,291
Impatiens	Pots	47	53	269	333	73	70	1.41	1.45	378	483
Marigold	Pots	16	21	88	115	68	52	1.22	1.49	107	171
New Guinea Impatiens	Pots	131	135	1,062	974	73	71	2.15	1.81	2,282	1,765
Pansy/viola	Pots	40	50	268	431	68	62	2.24	1.81	600	781
Petunias	Pots	65	71	753	872	78	74	1.88	1.72	1,415	1,500
All Oth Flw/foliar Type	Pots	128	132	5,632	6,667	57	60	1.79	1.88	10,093	12,538
Vegetable Type	Pots	82	84	1,435	1,474	83	87	1.25	1.31	1,792	1,926

#### CUT CULTIVATED GREENS

Leatherleaf Ferns	Bunches	-	-	-	-	-	-	-	-	-	-
All Oth Cut Cultv		-	-	-	-	-	-	-	-	-	-

Propagative Material 4,754 5,008

Total <sup>3</sup> 661 583 193,911 181,504

#### Growing Area by Type of Cover <sup>3</sup>

Glass Greenhouse Cover	8,745	8,197
Fiberglass/other Rigid Greenhouse Cover	1,682	1,639
Film Plastic Greenhouse Cover	18,517	18,099
Shade and Temporary Cover	564	733
Open Ground	538	432

1/ Data not published to avoid disclosure of individual operations.

2/ Pot price is a weighted average of all pots reported to avoid disclosure of individual operations.

3/ All operations with gross sales of \$10,000 or greater.

n.a. = not applicable

POTTED FLOWERING PLANTS FOR INDOOR OR PATIO  
USE NUMBER SOLD BY SIZE OF THE POT  
(1000 POTS)

	5" & >	5" & <	Total	36 STATES		Total
				<5"	5" & >	
African Violets	760	-	760	15,205	651	15,856
Florist Azaleas	12	44	56	2,609	6,538	9,147
Chrysanthemums	75	197	272	6,560	21,792	28,352
Easter Lilies	-	565	565	-	8,585	8,585
Orchids	-	11	11	8,197	7,422	15,619
Poinsettias	940	2,548	3,488	13,404	49,928	63,332
Florist Roses	14	13	27	6,915	2,310	9,225
Spring Flow Bulbs	69	332	401	7,232	12,313	19,545
Other Potted	451	635	1,086	37,753	31,121	68,874

OHIO COUNTY RANKINGS				
Equiv Wholesale Value	Covered Production Area	Number Of Firms	EQUIV WHOLESALE VALUE	
			Flower/ Foliage Type Bedding	Vegetable Type Bedding
Lorain	Lorain	Lucas	Lorain	Erie
Lucas	Lucas	Hamilton	Lucas	Lorain
Erie	Cuyahoga	Lake	Cuyahoga	Lucas
Cuyahoga	Lake	Lorain	Clark	Union
Clark	Hamilton	Cuyahoga	Hamilton	Cuyahoga
Lake	Fulton	Summit	Fulton	Sandusky
Hamilton	Clark	Stark	Delaware	Richalnd
Delaware	Franklin	Meigs	Franklin	Stark
Franklin	Putnam	Geauga	Stark	Montgomery
Fulton	Warren	Franklin	Meigs	Fulton